

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Mentzer Media Services**  
**Attention: Accounts Payable**  
**600 Fairmont Ave**  
**Suite 306**  
**Towson, MD 21286**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
956954-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
RPOF/3PAC/HAGER	RPOF/HAGER,HUDSON,T	500

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	956954	06348202

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/04/12	WPBF News 25 Mornings6-7AM		-TWT---	:30	3	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWT---	3	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	5:59 AM	WPBF News 25 Mornings	6-7AM	:30	RPOFBH100TVFL	\$275.00 NM
3	WPBF	W	10/03/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	RPOFBH100TVFL	\$275.00 NM
1	WPBF	Th	10/04/12	6:39 AM	WPBF News 25 Mornings	6-7AM	:30	RPOFBH100TVFL	\$275.00 NM
2	10/02/12	10/04/12	Good Morning America	7-9AM		-TWT---	:30	3	\$275.00 NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWT---	3	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	8:40 AM	Good Morning America	7-9AM	:30	RPOFBH100TVFL	\$275.00 NM
1	WPBF	W	10/03/12	7:55 AM	Good Morning America	7-9AM	:30	RPOFBH100TVFL	\$275.00 NM
3	WPBF	Th	10/04/12	8:39 AM	Good Morning America	7-9AM	:30	RPOFBH100TVFL	\$275.00 NM
3	10/02/12	10/05/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	4	\$350.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	4	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	RPOFBH100TVFL	\$350.00 NM
2	WPBF	W	10/03/12	12:22 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	RPOFBH100TVFL	\$350.00 NM
4	WPBF	Th	10/04/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	RPOFBH100TVFL	\$350.00 NM
3	WPBF	F	10/05/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	RPOFBH100TVFL	\$350.00 NM
4	10/02/12	10/04/12	M-F 5pm News	5-6pm		-T-T---	:30	2	\$450.00 NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-T-T---	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	5:22 PM	M-F 5pm News	5-6pm	:30	RPOFBH100TVFL	\$450.00 NM
2	WPBF	Th	10/04/12	5:30 PM	M-F 5pm News	5-6pm	:30	RPOFBH100TVFL	\$450.00 NM
5	10/03/12	10/05/12	WPBF News 25 @ 6:00P6-6:30PM		--WTF--	:30	3	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--WTF--	3	\$525.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
956954-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
RPOF/3PAC/HAGER	RPOF/HAGER,HUDSON,T	500

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/03/12	10/05/12	WPBF News 25 @ 6:00PM	6-6:30PM	--WTF--	:30	3	\$525.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	6:22 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	RPOFBH100TVFL	\$525.00 NM
3	WPBF	Th	10/04/12	6:23 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	RPOFBH100TVFL	\$525.00 NM
2	WPBF	F	10/05/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	RPOFBH100TVFL	\$525.00 NM
6	10/02/12	10/04/12	Wheel Of Fortune	7-7:30PM	-TWT---	:30	3	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWT---	3	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	7:14 PM	Wheel Of Fortune	7-7:30PM	:30	RPOFBH100TVFL	\$800.00 NM
2	WPBF	W	10/03/12		Wheel Of Fortune	7-7:30PM	:00		<del>\$800.00</del> NM
Credited									
3	WPBF	Th	10/04/12	6:59 PM	Wheel Of Fortune	7-7:30PM	:30	RPOFBH100TVFL	\$800.00 NM
8	10/02/12	10/05/12	Nightline	11:35-12:05AM	-TWTF--	:30	4	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	4	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	12:02 AM	Nightline	11:35-12:05AM	:30	RPOFBH100TVFL	\$700.00 NM
1	WPBF	W	10/03/12	11:53 PM	Nightline	11:35-12:05AM	:30	RPOFBH100TVFL	\$700.00 NM
4	WPBF	Th	10/04/12	11:43 PM	Nightline	11:35-12:05AM	:30	RPOFBH100TVFL	\$700.00 NM
3	WPBF	F	10/05/12	12:01 AM	Nightline	11:35-12:05AM	:30	RPOFBH100TVFL	\$700.00 NM
9	10/02/12	10/05/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	-TWTF--	:30	4	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	4	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/02/12	11:27 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	RPOFBH100TVFL	\$500.00 NM
1	WPBF	W	10/03/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	RPOFBH100TVFL	\$500.00 NM
2	WPBF	Th	10/04/12	11:14 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	RPOFBH100TVFL	\$500.00 NM
4	WPBF	F	10/05/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	RPOFBH100TVFL	\$500.00 NM
10	10/07/12	10/07/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----1	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	10:21 AM	Chris Matthews	Sun 10-10:30AM	:30	RPOFBH100TVFL	\$225.00 NM
11	10/07/12	10/07/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----1	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	6:51 PM	Sun 630pm News	630-7pm	:30	RPOFBH100TVFL	\$400.00 NM
12	10/08/12	10/08/12	WPBF News 25 Mornings	6-7AM	1-----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	1-----	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	6:22 AM	WPBF News 25 Mornings	6-7AM	:30	RPOFBH100TVFL	\$275.00 NM

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
956954-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
RPOF/3PAC/HAGER	RPOF/HAGER,HUDSON,TC	500

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/08/12	10/08/12	Good Morning America	7-9AM	1-----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	8:54 AM	Good Morning America	7-9AM	:30	RPOFBH100TVFL	\$275.00 NM
14	10/08/12	10/08/12	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$350.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	RPOFBH100TVFL	\$350.00 NM
15	10/08/12	10/08/12	M-F 5pm News	5-6pm	1-----	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	5:29 PM	M-F 5pm News	5-6pm	:30	RPOFBH100TVFL	\$450.00 NM
16	10/08/12	10/08/12	WPBF News 25 @ 6:00P	6-6:30PM	1-----	:30	1	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	6:08 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	RPOFBH100TVFL	\$525.00 NM
17	10/08/12	10/08/12	Wheel Of Fortune	7-7:30PM	1-----	:30	1	\$1,600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	7:13 PM	Wheel Of Fortune	7-7:30PM	:30	RPOFBH100TVFL	\$1,600.00 NM
18	10/08/12	10/08/12	Jeopardy	7:30-8PM	1-----	:30	1	\$1,700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	7:42 PM	Jeopardy	7:30-8PM	:30	RPOFBH100TVFL	\$1,700.00 NM
19	10/08/12	10/08/12	Nightline	11:35-12:05AM	1-----	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	11:54 PM	Nightline	11:35-12:05AM	:30	RPOFBH100TVFL	\$700.00 NM
20	10/08/12	10/08/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	11:31 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	RPOFBH100TVFL	\$500.00 NM
21	10/05/12	10/05/12	Wheel Of Fortune	7-7:30PM	----F--	:30	1	\$1,600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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Advertiser	Product	Estimate Number
RPOF/3PAC/HAGER	RPOF/HAGER,HUDSON,T	500

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/05/12	10/05/12	Wheel Of Fortune	7-7:30PM	----F--	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/05/12 7:07 PM Wheel Of Fortune 7-7:30PM :30 RPOFBH100TVFL \$1,600.00 NM									
22	10/05/12	10/05/12	Jeopardy	7:30-8PM	----F--	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 ----F-- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/05/12 7:41 PM Jeopardy 7:30-8PM :30 RPOFBH100TVFL \$1,700.00 NM									
23	10/06/12	10/06/12	Sat Jeopardy	Sat 7:30-8PM	-----S-	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/06/12 7:53 PM Sat Jeopardy Sat 7:30-8PM :30 RPOFBH100TVFL \$800.00 NM									
Total Spots							39		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$23,025.00</b>
<u>Agency Commission</u>	<b>\$3,453.75</b>
<u>Net Amount Due</u>	<b>\$19,571.25</b>